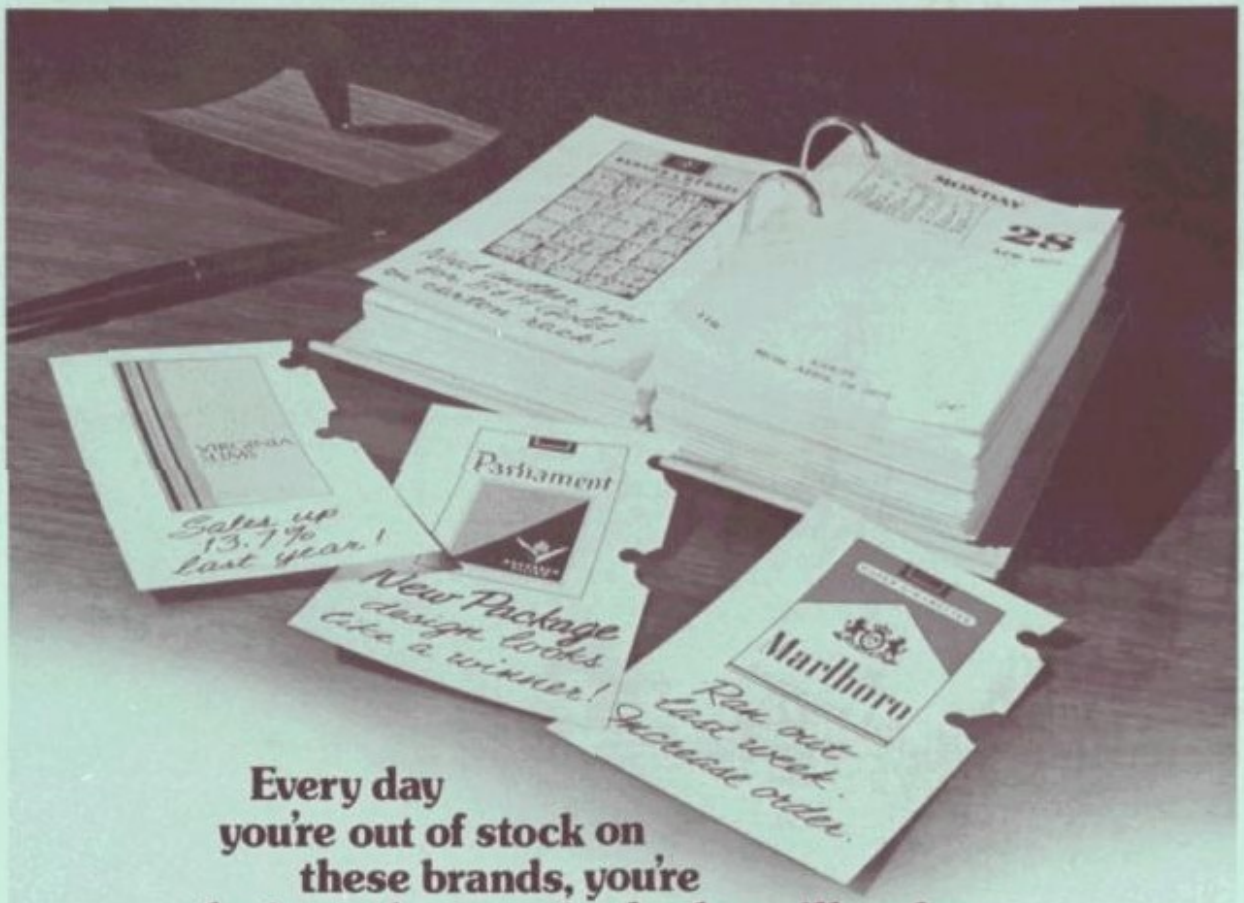
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-5115R – DESK PAD – Req. No. 11186 – B&W Bleed – 8 1/2 x 11 – Military Trade – 75 (R)
Printed in U.S.A.




# Every day you're out of stock on these brands, you're losing sales somebody else will make.

In 1974, Philip Morris brands' total gain was *more than twice* that of the rest of the industry combined.

In other words, more than two of every three additional cigarette sales made by Exchanges and Commissaries last year were Philip Morris brands.

You'll be satisfying your customers better if you keep Philip Morris brands fully in stock at every location, all the time.

Check your Philip Morris order. Make sure it's up to date with our growth.

**Here's the score* for '74:**
Gains in Domestic Cigarette Consumption Over 1973

| | |
|---|---|
| Total Industry | + 14.91 billion |
| Philip Morris USA | + 10.29 billion |
| Rest of Industry | + 4.62 billion |

*Source: 1975 Maxwell Report, Bernard Edmonds, January 30, 1975. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from
**Philip Morris USA**

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Source: https://www.industrydocuments.ucsf.edu/docs/sjhx0001
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